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COURSE BROCHURE

Advanced Digital Change Leadership and Workforce Reskilling Training Course

8 – 19 November 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Advanced Digital Change Leadership and Workforce Reskilling Training Course

Ref: 364_12795 **Date:** 8 – 19 November 2027 **Location:** Amsterdam **Fees:** 11100 GBP

Digital Change Leadership and Workforce Reskilling is a 2-week advanced training course for chief digital officers, transformation sponsors and senior leaders who must carry people through multi-year digital change, and who leave with a Sponsor Leadership and Reskilling Charter for their organisation. Technology budgets rarely fail on software; they stall when executives disagree, middle managers resist and skills lag behind new ways of operating. Jupiter Prime Training delivers this course on Digital Change Leadership and Workforce Reskilling.

Why Digital Change Leadership and Workforce Reskilling Matters Now

Three groups decide whether digital change sticks: executive peers whose priorities compete for the same funds and talent, middle managers who translate vision into daily routines or quietly block it, and employees whose roles shift as automation and new platforms arrive. An organisation that leads these groups well sustains momentum across years and keeps scarce digital talent; one that neglects them sees initiatives restart under each new leader. The course draws on the ADKAR individual change model for sequencing awareness to reinforcement, and on the Skills Framework for the Information Age SFIA for describing digital skills and planning reskilling paths.

Who Gains Most from Digital Change Leadership and Workforce Reskilling

- Senior sponsors who set the digital ambition and answer to the board for its progress
- Executives who must align peers behind shared transformation priorities
- People and talent leaders responsible for reskilling and new role design
- Business unit heads who move teams onto agile and product ways of operating
- Communication leads who shape the change story for staff and partners

An executive committee that sends its sponsor, people leader and a business unit head together gains most, because sponsorship, skills and operating shifts must move in step.

Digital Change Leadership and Workforce Reskilling Capabilities

Participants leave with practised ways to win executive alignment, read resistance early and turn skills gaps into funded reskilling paths.

- Design a transformation vision and narrative that staff can repeat accurately — executive committees
- Align executive peers on shared priorities, trade-offs and decision rights — chief executives
- Assess sources of resistance and choose responses that fit each group — business unit heads
- Build a skills gap map and reskilling paths with the SFIA framework — people leaders
- Apply agile leadership routines that replace command-and-control reporting — delivery teams

- Communicate progress and setbacks to sustain momentum over several years — boards and staff

Key Digital Change Leadership and Workforce Reskilling Terms

- Change sponsor — the senior leader who owns the case for change, secures resources and visibly models the new behaviours.
- ADKAR model — an individual change model covering awareness, desire, knowledge, ability and reinforcement as stages each person must pass.
- Reskilling — training people for substantially different roles when their current tasks are automated or redesigned.
- Skills gap map — a comparison of the skills an organisation holds today against those its future operating model requires.
- Change saturation — the point where staff face more simultaneous changes than they can absorb without performance falling.
- Guiding coalition — a small group of influential leaders from across the organisation who steer and champion the change together.

Digital Change Leadership and Workforce Reskilling Day by Day

Day 1: Why Digital Change Stalls

- Transformation Failure Case Reviews — Leadership Causes Behind Stalled Programmes
- Leadership Shadow Assessment — How Executive Behaviour Signals Priorities
- Sponsor Role Definition — Accountabilities Beyond Funding Approval
- Change History Audit — Lessons From Earlier Initiatives Staff Remember
- Personal Leadership Baseline — Strengths and Blind Spots for Change

Day 2: Crafting the Transformation Vision

- Case for Change Construction — Burning Platform Versus Compelling Destination
- Vision Statement Testing — Clarity, Memorability and Staff Recall
- Change Story Architecture — Past, Present and Future Chapters
- Strategic Ambition Levels — Optimise, Extend or Reinvent the Business
- Guiding Coalition Selection — Influence, Credibility and Diversity

Day 3: Executive Alignment and Sponsorship

- Executive Alignment Interviews — Surfacing Hidden Disagreements Early
- Priority Trade-Off Workshop Method — Agreeing What Stops
- Sponsor Network Design — Cascading Sponsorship to Middle Managers
- Decision Rights Charter — Who Decides at Each Transformation Stage
- Board Engagement Rhythm — Updates That Keep Directors Supportive

Day 4: Reading and Responding to Resistance

- Stakeholder Influence Mapping — Power, Interest and Stance
- Resistance Diagnosis — Loss, Uncertainty, Workload and Identity Causes
- ADKAR Barrier Analysis — Locating the Stage Where People Stick
- Middle Manager Engagement — Turning Blockers Into Translators
- Difficult Conversation Practice — Responding to Senior Objections

Day 5: Leading Agile Operating Shifts

- Product Team Leadership — Outcomes Over Activity Reporting
- Quarterly Business Review Cadence — Funding Teams, Not Projects
- Servant Leadership Behaviours — Removing Impediments for Teams
- Psychological Safety Building — Encouraging Early Bad News
- Hybrid Working Norms — Coordination Across Locations and Time Zones

Day 6: Workforce Skills and Reskilling

- SFIA Skills Profiling — Describing Current and Future Digital Roles
- Skills Gap Mapping — Prioritising the Most Critical Shortfalls
- Reskilling Pathway Design — Academies, Apprenticeships and Rotations
- Build, Buy, Borrow or Bot Decisions — Sourcing Future Capabilities
- Redeployment Planning — Moving People From Automated Tasks

Day 7: Culture and Behaviour Change

- Culture Diagnostic Tools — Values Stated Versus Values Lived
- Behaviour Change Levers — Role Modelling, Incentives and Rituals
- Recognition Design — Rewarding Experimentation and Learning
- Digital Champions Network — Peer Influence Across Departments
- Leadership Development Moves — Coaching Managers Through Their Own Change

Day 8: Communication and Engagement

- Stakeholder Communication Plan — Audiences, Messages and Channels
- Two-Way Feedback Loops — Pulse Surveys and Listening Sessions
- Town Hall and Storytelling Techniques — Making Progress Visible
- Union and Works Council Dialogue — Consultation on Role Changes
- Partner and Customer Messaging — Explaining Service Changes Externally

Day 9: Sustaining Momentum Over Years

- Change Saturation Monitoring — Pacing Waves to Protect Performance
- Quick Win Selection — Proof Points That Build Belief
- Leadership Transition Planning — Protecting Change Through Executive Turnover
- Reinforcement Mechanisms — Embedding New Habits in Systems and Policies
- Renewal Reviews — Refreshing the Vision as Conditions Change

Day 10: Practising the Sponsor Leadership and Reskilling Charter

- Vision and Change Story Rehearsal — Peer Feedback on Clarity
- Executive Alignment Plan Review — Testing Trade-Offs and Decision Rights
- Reskilling Pathway Challenge — Scrutiny of Skills Gaps and Sourcing
- Resistance Scenario Simulation — Responding to Escalating Objections
- Sponsor Leadership and Reskilling Charter Completion — Ready for Executive Committee

Applying Digital Change Leadership and Workforce Reskilling After the Course

- Hold one-to-one alignment interviews with each executive peer and present the agreed priority trade-offs to the next leadership meeting.
- Profile one critical function with SFIA skills descriptions and publish a reskilling pathway for the roles most affected by automation.

Digital Change Leadership and Workforce Reskilling Questions FAQ

What is Digital Change Leadership and Workforce Reskilling and why does it matter now?

Digital Change Leadership and Workforce Reskilling is the senior practice of sponsoring digital transformation, aligning executives, managing resistance and preparing people for new roles. It matters now because automation and new platforms change jobs faster than most organisations can retrain staff.

Which roles gain most from Digital Change Leadership and Workforce Reskilling training?

Chief digital officers, transformation sponsors, people and talent leaders, business unit heads and communication leads gain most. Each carries part of the human side of change and needs shared methods to move in step.

How does Digital Change Leadership and Workforce Reskilling differ from a digital strategy course?

Digital Change Leadership and Workforce Reskilling focuses on people, sponsorship and skills rather than technology choices. A digital strategy course sets direction and investment; this course covers executive alignment, resistance, agile leadership routines, reskilling pathways and sustaining momentum over years.

What do you bring back from Digital Change Leadership and Workforce Reskilling training?

You bring back a charter for your own organisation that sets out the change story, executive alignment plan, resistance responses and reskilling pathways for the roles most affected.

Digital Change Leadership and Workforce Reskilling: The Way Forward

The Sponsor Leadership and Reskilling Charter first informs the executive committee's decision on shared priorities and what the organisation will stop doing. Sponsors and people leaders use it to coordinate reskilling budgets and communication. After its first use, revisit the resistance map and change saturation picture, since both shift as early waves land and new leaders arrive.